



PARRY SOUND AREA MUNICIPAL AIRPORT

Marketing and Promotions Coordinator

Location: 97 Airport Road

Reports To: Airport Manager and in his absence, the Customer Service Manager.

Summary: Work the Airport Manager to plan and execute the marketing activities of the Airport and Business Park, utilizing both traditional and digital media sources.

Primary Responsibilities

1. Greet visitors and provide information about PSAMA, Business Centre, Business Park and Region
2. Establish and maintain good relationship with stakeholders, customers, and ratepayers.
3. Work closely with the local Municipalities
4. Help coordinate Airport events.
5. Create media releases
6. Social media creation, networking, management, and maintenance
7. Create marketing and promotional material to help attract new businesses to the field.
8. Website management and design.
9. Monitor marketing trends to keep the Airport at the leading edge.
10. Assess potential advertising options; create annual advertising plans for print, radio, web and social media.
11. Develop effective plans to market new programs and initiatives.
12. Manage budget responsibilities for marketing and promotions.
13. Develop and execute online and email marketing programs.
14. Maintain referral and incentive programs and advertising campaigns
15. Follow campaigns; develop performance analysis reports and suggestions for future promotions.
16. Support social media initiatives.
17. Light office duties as may be required during daily activities.

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